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DEAR VALUED CUSTOMERS:

Effective immediately, the list price of all Control Label and Private Label brands is increased by \$1.50 per thousand.

The new list price per thousand is: \$43.95

The new list price per carton is: \$ 2.73

All orders received in our Durham, North Carolina office on or after Friday, May 12, 1995, as well as outstanding orders and orders held for future shipment will be billed at the new price.

We are pleased to offer you two opportunities to purchase at the old price up to 150% of your average monthly April, 1995 purchases. Each ship-to location may call in one order the week of May 22, 1995 and the second order the week of June 5, 1995, for immediate shipment at the old price. Both orders must be placed into the Durham office within the weeks specified and identified as the "Price Increase Buy-In Period" to receive the old pricing.

Liggett Group Inc. is not liable for any errors in this communication that may occur during the transmission process.

We at Liggett thank you for your patronage and support in the marketing of our products.

Liggett Group Inc.  
Durham, N.C.

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